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SEPTIEMBRE 2007 SERVICIO CULTURAL E INFORMATIVO

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AGRICULTURA



Enhancing agricultural innovation: how to go beyond the strengthening of research systems

Washington, DC :
World Bank, 2007.

338.16 ENH

This book's primary aim is to focus on the largely unexplored operational aspects of the innovation systems concept and to explore its potential for agriculture through evaluation of real world systems and assessment of the usefulness of the concept in guiding investments to support knowledge- intensive, sustainable agriculture development for the Bank's client countries and their collaborators.

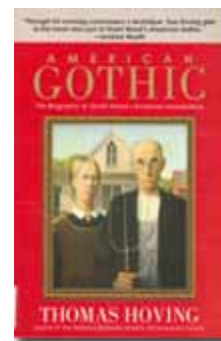
ARTE

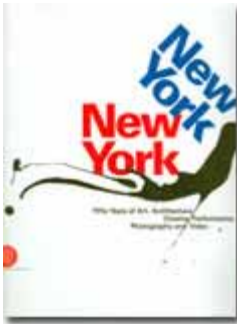
American Gothic : the biography of Grant Wood's American masterpiece

Thomas Hoving
New York, NY :
Chamberlain Bros.,
2005.

759.13 HOV

Art connoisseur and bestselling author Thomas Hoving offers both his professional and his personal opinion about the iconic painting and brings its creator, Grant Wood, to life. Hoving trains your eye to look for the nuances, and directs your attention to little details that you might have missed, as well as providing insights into Wood's sources of inspiration and creative process.





New York, New York : Fifty Years of Art, Architecture, Cinema, Performance, Photography and Video

Germano Celant and Lisa Dennison, Curators
Torino, Italy : Skira, 2006.

REF 700.974 NEW

This book is intended as a tribute to those artists who, in many cases, have achieved an iconic status on the international artistic stage. New York has become a brand that has symbolically appropriated all the products of the existing visual imaginary universe.



The voyage of the Icebergs : Frederic Church's Arctic masterpiece

Eleanor Jones
Harvey, with contributions by Gerald L. Carr

Dallas, TX ; New Haven : Dallas Museum of Art : Yale University Press, 2002.

REF 759.13 HAR

Tells the fascinating story of 'The Icebergs' and provides a detailed look at the cycle of fame, neglect, and resuscitation of both this masterwork of American art and Frederic Church's career. Drawing on extensive interviews with many of the people involved with the painting's rediscovery, sale, and eventual anonymous donation to the Dallas Museum of Art, the author considers the way marketing has defined 'The Icebergs,' from its first public presentation to the present day.

BIOGRAFIAS

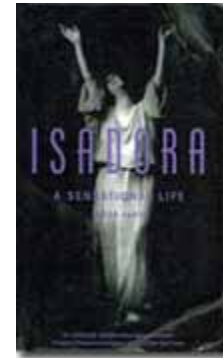
Isadora : a sensational life

Peter Kurth
Boston, MA : Little, Brown and Cp, 2001.

920 DUN

In this universally acclaimed biography, the author gives us a work that does justice to the life of this unforgettable woman.

Here is Isadora Duncan: her many sensational loves, her passion for her art, her mesmerizing performances, and her personal tragedies, all set against the sweeping backdrop of Europe and the United States in the early twentieth century.



The man who knew too much : Alan Turing and the invention of the computer

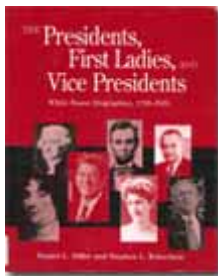
David Leavitt
New York, NY : W. Norton, 2006.

510.92 LEA

One of the most important openings in the path to the modern computer was made by the British mathematician Alan Turing. The author never loses sight of Turing's humanity, using a novelist's sensitivity to enter Turing's world and tell his extraordinary story.



The presidents, first ladies, and vice presidents : White House biographies, 1789-2005



Daniel C. Diller & Stephen L. Robertson
Washington, DC :
Congressional Quarterly,
2005.

REF 920 DIL

Highlights the private as well as the public lives of the most celebrated figures in U.S. politics; providing information on their early lives as well as important events that happened while each person was in office. Supplemental essays explore how these key public figures live and are protected while in office.

BIBLIOTECOLOGIA

Blogging and RSS: a librarian's guide



Michael P. Sauers
Medford, NJ : Information
Today, 2006.

025.04 SAU

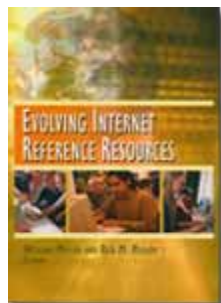
Shows how blogging and RSS technology can be easily and effectively used in the context of a library community and covers everything librarians needs to know. Recommends his favorite blogs and shares the opinions and advice of top librarian bloggers. Examples of feed code and a glossary round out the book.

Evolving Internet reference resources

William Miller, Rita M. Pellen, editors.
Binghamton, NY :
Haworth Information
Press, 2006.

025.5 EVO

Provides both
beginning and
experienced researchers with a

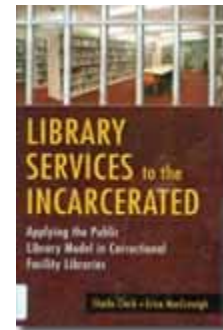


comprehensive overview of the key information sources available online in the humanities, sciences and social sciences. It's a guide to the best free and subscription-based Internet sites and services for 26 diverse subject areas.

Library services to the incarcerated : applying the public library model in correctional facility libraries

*Sheila Clark and
Erica MacCreaigh*
Westport, CT :
Libraries Unlimited,
2006.

027.6 CLA



This book is intended to aid librarians whose responsibilities include serving the incarcerated, either as full-time jail or prison librarians, or as public librarians who provide outreach services to correctional facilities. It will also be of interest to library school students considering careers in prison librarianship.

New on the job : a school library media specialist's guide to success



Ruth Toor and Hilda K. Weisburg
Chicago, IL :
American Library
Association, 2007.

027.8 TOO

New on the job serves as a wise mentor for new school library media specialists. The authors share the joys and perils of the profession along with a wealth of practical advice from a combined six decades of experience in library media centers and as collaborators on books, presentations, and workshops.

Small change, big problems : detecting and preventing financial misconduct in your library



Herbert Snyder
Chicago, IL : American Library Association, 2006.

025.11 SNY

Discusses the unique vulnerabilities of libraries, especially as their assets grow. From daily book fines to budget in six or

seven figures, library assets offer ample temptations to the attentive thief, who is often someone in a position of trust. Outlining specific types of fraud, with tips to combat each, the book also addresses why libraries are particularly susceptible to fraud, and what other libraries have done to detect and prevent fraud.

CARICATURA



Paul Conrad [videorecording] : drawing fire

Alexandria, VA : Drawing Fire Films : distributed by PBS Home Video, 2006.

DVD 070.412 PAU

Celebrates the career of this legendary Pulitzer Prize-winning political cartoonist. Over his remarkable 50-year career, Conrad has drawn and quartered eleven American presidents, and fearlessly tackled every major social and political issue.

CIENCIAS SOCIALES

Individual accounts for social security reform : international perspectives on the U.S. debate

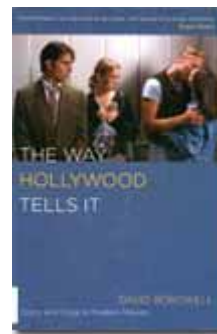


John Turner
Kalamazoo, MI : W.E. Upjohn Institute for Employment Research, 2006.

368.4 TUR

Makes the reader look at the experience with accounts already offered in many countries, but in many different sizes, shapes, forms and levels of risk. This book provides important information for people interested in learning about international experience relevant to the U.S. Social Security reform debate.

CINEMATOGRAFIA



The way Hollywood tells it : story and style in modern movies

David Bordwell
Berkeley, CA : University of California Press, 2006.

791.430 BOR

Hollywood moviemaking is one of the constants of American life, but how much has it changed since the glory days of the big studios? The author argues that the principles of visual story-telling created in the studio era are alive and well, even in today's bloated blockbusters.

CORRUPCION

Combating corruption in Latin America



Edited by Joseph S. Tulchin and Ralph H. Espach
Washington, DC : Woodrow Wilson Center Press, 2000.

320.98 COM

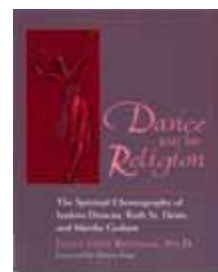
Examines the relationships between democratic and market reforms and corruption, including

national strategies for its reduction. Authors from across the region, the United States, and Europe, discuss the nature, methods, and historical antecedents of today's corrupt practices, including issues of institutional design, the role of international actors, and culture.

Dance was her religion : the sacred choreography of Isadora Duncan, Ruth St. Denis and Martha Graham

Janet Lynn Roseman
Prescott, AZ : Hohm Press, 2004.

792.8 ROS



Isadora Duncan, Ruth St. Denis, and Martha Graham considered themselves prophets of dance. Allowing spiritual energies to fill them, the dance was their prayer and their bodies were their texts. In their respective schools, they succeeded in not only elevating the very technique and form of dance from its standard and stilted vocabulary, but created new dance techniques which have laid the groundwork for dance training today.

DANZA

African-American concert dance : the Harlem Renaissance and beyond



John O. Perpener
Urbana, IL : University of Illinois Press, 2001.

792.8 PER

Advances the study of pioneering black dancers by providing valuable biographical and historical information on a group of artists who

worked during the 1920's, 1930's and 1940's to legitimize dance of the African diaspora as a serious art form.

DEPORTES

Babe Ruth [videorecording]

A Hearst Metrotone production

Burlington, VT ; New York, NY : A & E Home : Distributed by New Video, 2005.

DVD 920 RUT

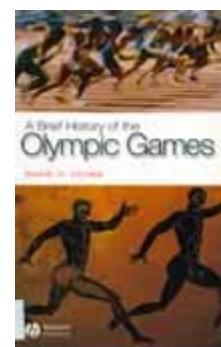


From his early childhood in Baltimore to the infamous 1919 sale by the Boston Red Sox to his glory years with the New York Yankees, Biography takes an in-depth look at the immortal slugger who swatted his way into the hearts of baseball fans forever.

A brief history of the Olympic games

David C. Young
Malden, MA : Blackwell Pub, 2004.

796.48 YOU



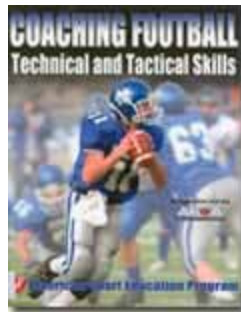
For more than a millennium,

the ancient Olympics captured the imaginations of the Greeks, until a Christianized Rome terminated the competitions in the fourth century AD. However, the Olympic ideal did not die and this book is a succinct history of the ancient Olympics and their modern resurgence.

Coaching football technical and tactical skills

American Sport Education Program ; with Rob Ash
Champaign, IL : Human Kinetics, 2006.

REF 796.332 COA

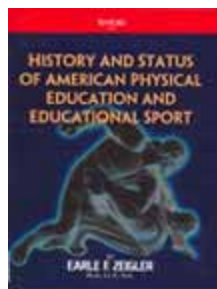


Focuses on the situational decisions players and coaches make that often determine the outcome of games. This book allows players to gain valuable game-like playing experience in practice by putting them in key tactical situations like the scramble, man-to-man and zone pass coverage, and onside kick. Each skill is clearly described, and more than 150 photos are used to further help you understand and implement the techniques in specific situations.

History and status of American physical education and educational sport

Earle F. Ziegler
Victoria, B.C : Trafford, 2005.

796.0973 ZEI

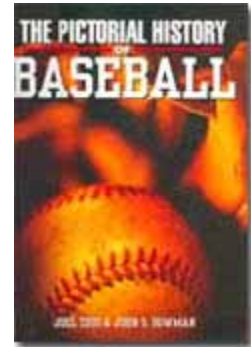


Provides an up-to-date, insightful textbook on the subject for aspiring teachers of physical activity education and coaches of educational/recreational sport. The author clarifies how and why the present situation came about and hopes the reader will comprehend the historical thread or timeline depicting people's greater or lesser involvement in purposeful or purposeless physical activity since America was first settled.

The pictorial history of baseball

Joel Zoss and John S. Bowman
San Diego, CA : Thunder Bay Press, 2002.

REF 796.357 ZOS



Tracing the colorful history of a sport that is more than just a nation's pastime, but a world in its own right, this unique volume encapsulates baseball's history from its origins to its most recent events. With anecdotes, statistics, and photographs to linger over, this chronicle of baseball presents the definitive story of a timeless and fascinating sport, from the dugout to the press box, and from the nineteenth century to the present.

DESASTRES NATURALES

The great San Francisco earthquake [videorecording]

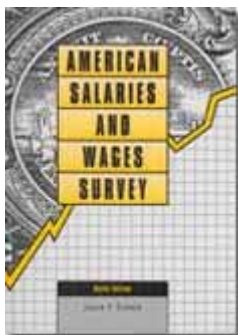
Written and produced by Tom Weidlinger
Boston, MA : WGBH Boston Video, 2006.



DVD 979.46 GRE

In the early 1900s, San Francisco stood as a proud and flourishing symbol of America's recent conquest of the once-wild West. But on April 18, 1906, the city would experience an awesome reminder of the uncontrollable forces lying dormant just beneath the splendors of its cosmopolitan surface. Thirty times more powerful than the temblor that decimated northern California in 1989, this earthquake measured a ground-wrenching 8.3 on the Richter scale, resulting in the worst catastrophe suffered by a North American city in the twentieth century.

ECONOMIA



American Salaries and Wages Survey

Joyce P. Simkin
Detroit, MI : Thomson
Gale, 2007

REF 331.22 AME

Compilation of 2, 381 occupational combinations and their corresponding salaries obtained from 583 federal, state and city government sources and various trade associations and journals. Incorporates wage data for the period 1999 through 2007, as well as updated employment statistics for 2004 and 2014.

Economic doctrines in Latin America : origins, embedding and evolution

Edited by Valpy FitzGerald
and Rosemary Thorp
New York, NY : Palgrave
Macmillan, 2005.

338.98 ECO

Contains the results of a collaborative and interdisciplinary research effort over three years, funded by the Hewlett Foundation. The objective was to address a central theoretical issue in social science about how difficult it has been for liberal economic ideas to become generally accepted in recent decades by industrializing countries despite the universal support for liberal political ideas and the establishment of a single global market system.



The Global Competitiveness Report 2006-2007

Augusto Lopez Claros [et al]
New York, NY : Palgrave
Macmillan, 2006

REF 338.6 GLO 2006-2007

Provides a comprehensive dataset on a broad array of competitiveness indicators for a large number of economies, including hard data from leading international sources about policies, institutions, and factors that contribute to boosting productivity and, thus, enable sustained economic growth and long-term prosperity.



EDUCACION

New ways in teacher education

Donald Freeman with
Steve Cornwell,
editors
Alexandria, VA :
Teachers of English
to Speakers of Other
Languages, 1993.



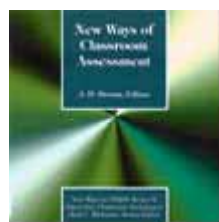
418.007 NEW

Focuses on activities that help teachers come to make sense of what they do. Offers teacher educators a departure from the knowledge-transmission model of teacher education, in which learners-of-teaching are told what to do in their classrooms.

New ways of classroom assessment

James Dean Brown, editor
Alexandria, VA : Teachers
of English to Speakers of
Other Languages, 1998.

418.007 NEW



Offers activities that provide a way of observing or scoring students'

performances and giving feedbacks that enlightens students and teachers about the effectiveness of the learning and teaching involved. Includes editor's notes at the beginning of each chapter, a users' guide, and a key to activities at the end of the volume.

New ways of using computers in language teaching



Tim Boswood
Alexandria, VA : Teachers of English to Speakers of Other Languages, 1997.

420.785 NEW

Language teachers show others how to maximize the potential of computer software packages to help learners develop their language and communication skills. The activities present ways of using the software that teachers are likely to find on any workplace computer system.

GUERRA FRIA

This is only a test: how Washington, D.C. prepared for nuclear war

David F. Krugler
New York, NY : Palgrave Macmillan, 2006.

363.350 KRU

Provides a fascinating account of government planning and reveals how the Cold War directly affected Washington and its racially divided population. Covering the years 1940 to 1962, Krugler uses Washington's often conflicting identities -capital, city, and symbol- to explore the connections between its varied preparations for nuclear war.



HISTORIA Y CIVILIZACION

The archaeology of liberty in an American capital : excavations in Annapolis

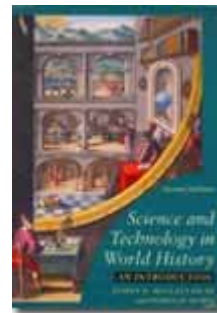
Mark P. Leone
Berkeley, CA : University of California Press, 2005.

975.2 LEO

This illustrated and original study illuminates the lives of the city's residents; walking, reading, talking, eating, and living together in both freedom and oppression for more than three hundred years. The author uses material excavated from several dozen sites in and around Annapolis to show what historical archaeology can tell us about the past and present of this key city in American history.



Science and technology in world history : an introduction



James E. McClellan III and Harold Dorn
Baltimore, MD : Johns Hopkins University Press, 2006.

509 MCC

In order to develop the argument that the relationship between science and technology has been a historical process and not an inherent identity, this book traces the joint and separate histories of both disciplines from the prehistoric era to the present.

IDIOMA INGLES

Going international



Keith Harding
New York, NY : Oxford
University Press, 1998.

428.014 HAR

Is a topic-based upper-intermediate course for people training for and employed in the tourism industry. It introduces, reviews, and extends the key language and communications skills which students need to develop in order to work effectively in this challenging international sector.

New ways in teaching young children



*Linda Schinke-Llano and
Rebecca Rauff, editors*
Alexandria, VA : Teachers
of English to Speakers of
Other Languages, 1996.

428.045 NEW

This volume offers 14 chapters of language activities that involve children in social interaction, real life situations, learning through the senses, actions and realia, literature, art, music, drama, storytelling and writing.

New ways in using communicative games in language teaching



*Nikhat Shameem,
Makhan Tickoo, editors*
Alexandria, VA :
Teachers of English to
Speakers of Other
Languages, 1999.

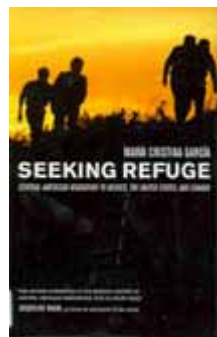
420.7 NEW

By offering teachers nearly 100 communicative activities for a variety of settings, this book helps them organize the

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

meaningful and contextualized learning of new language items and structures as well as the practice of old ones.

INMIGRACION



**Seeking refuge :
Central American
migration to
Mexico, the United
States, and
Canada**

María Cristina García
Berkeley, CA :
University of California
Press, 2006.

325.21 GAR

Tells the story of the migration originated by the political upheaval in Nicaragua, El Salvador, and Guatemala, and how domestic and foreign policy interests shaped the asylum policies of Mexico, the United States and Canada.

INTERNET



**Defining
Moments: The
Internet
Revolution**

Kevin Hillstrom
Detroit, MI :
Omnigraphics, 2005.

004.67 HIL

Provides users with a detailed and authoritative overview of the era, as well as the principal figures involved in this pivotal event in U.S. history. This book is divided into narrative overview, origins and development of the Internet; biographies, biographical background of leading figures involved; Primary Sources, fascinating documents that illuminates the early history of the Internet and its impact.

JUVENTUD EN ESTADOS UNIDOS



American sweethearts : teenage girls in twentieth-century popular culture

Ilana Nash
Bloomington, IN :
Indiana University
Press, 2006.

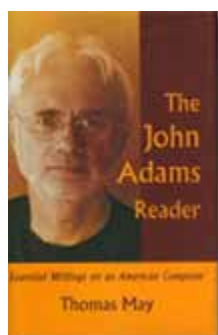
813.5 NAS

Shows how popular culture has shaped our view of the adolescent girl as an individual who is simultaneously sexualized and infantilized. While young women have received some positive lessons from these cultural icons, the overwhelming message conveyed by the characters and stories they inhabit stresses the dominance of the father and the teenage girl's otherness, subordination, and ineptitude.

MUSICA

The John Adams reader : essential writings on an American composer

Edited by Thomas May
Pompton Plains, NJ :
Amadeus, 2006.



780.92 JOH

Full-length book in English devoted to the work of John Adams, among the most frequently performed living American composers in the sphere of classical music. Sometimes called America's "composer laureate," John Adams has proved to be that rare bird, an enduring, if often controversial, figure in contemporary art music.

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

NEGOCIOS Y ADMINISTRACION

Oxford handbook of legal correspondence

Rupert Haigh
Oxford : Oxford University
Press, 2006.

651.75 HAI

Shows you how to write concisely and persuasively without loss of meaning or clarity. Improves your written style by explaining the language of legal correspondence; saves you time finding immediately what you need to know.



Oxford correspondence workbook

A. Ashley
Oxford : Oxford University
Press, 2003.

651.75 ASH

All the practice you need to write effective business correspondence. Includes models to use when writing different types of documents.



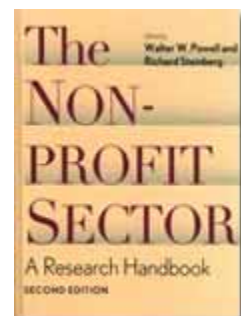
ORGANISMOS NO GUNERNAMENTALES

The Nonprofit Sector: A Research Handbook

*Edited by Walter W. Powell
and Richard Steinberg*
New Haven, CT : Yale
University Press, 2006

REF 338.74 NON

Provides a cross-disciplinary perspective on



nonprofit organizations and their role and function in society. This edition keeps pace with industry trends and advances as well as with the changing interests and needs of students, practitioners, and researchers.

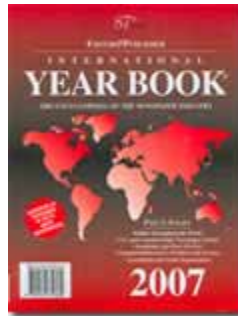
PERIODISMO

Editor & Publisher International Yearbook 2007

New York, NY : Editor &
Publisher, 2007

REF 070.5 EDI 2007

This directory offers hundreds of thousands of facts about the newspaper industry, divided into three volumes, including lists for US and Canadian daily newspapers, contact information, circulation, advertising rates, etc. Also offers extensive data on non-daily newspapers, specialty and niche publications, and finally provides a directory of professionals in this industry.



Pages from the past : history and memory in American magazines

Carolyn Kitch
Chapel Hill, NC : University
of North Carolina Press,
2005.

051 KIT

Drawing on evidence from the pages of more than sixty magazines, the author examines the role of journalism in creating collective memory and identity for Americans and argues that editorial perspectives, visual and narrative content, and the tangibility and keepsake qualities of magazines makes them key repositories that reflect and inform who Americans are now.



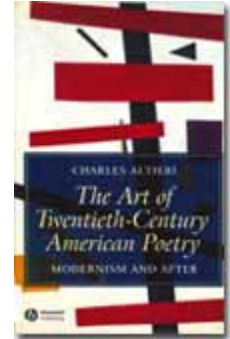
POESIA

The art of twentieth-century American poetry : modernism and after

Charles Altieri
Oxford : Blackwell, 2006.

811.50 ALT

Conveys the excitement that can be generated by a careful reading of modernist poems. It encourages readers to confront the difficulties involved in tackling this literature and to identify with the modernists' sense of the revolutionary possibilities of their art.

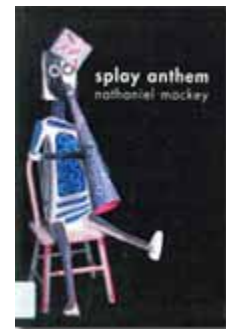


Splay anthem

Nathaniel Mackey
New York, NY : New
Directions Book, 2006.

811.53 MAC

Part antiphonal rant, part whisper, Nathaniel Mackey's new collection of poems, 'Splay Anthem', takes the reader to uncharted poetic spaces. The three sections of the book "Braid," "Fray," and "Nub," form a discrete whole.



POLITICA MUNDIAL

Common security in outer space and international law

Detlev Wolter
Geneva, Switzerland :
UNIDIR, 2006.

341.52 WOL

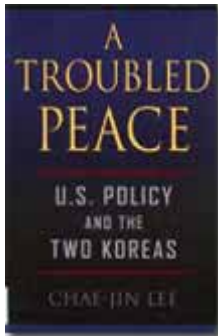
The objective of this analysis is to apply the concept of common security as



developed by the Hamburg Institute for Peace Research and Security Policy. The study will explore the legal foundations for its application in outer space law, in particular the principle of cooperation and the mankind clause in Art 1 para. 1 of the Outer Space Treaty, which declares the use of outer space to be the "province of all mankind."

RELACIONES INTERNACIONALES

A troubled peace : U.S. policy and the two Koreas



Chae-Jin Lee
Baltimore, MD : Johns
Hopkins University
Press, 2006.

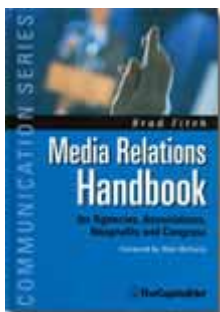
327.735 LEE

Reviews the
vicissitudes of U.S.
policy toward South
and North Korea since

1948 when rival regimes were installed on the Korean peninsula. He explains the continuously changing nature of U.S.-Korea relations by discussing U.S. goals for the two Koreas, the ways in which they have been articulated, and the methods used to implement them.

RELACIONES PUBLICAS

Media relations handbook for agencies, associations, nonprofits, and Congress



Brad Fitch
Alexandria, VA :
TheCapitol.Net, 2004.

659.2 FIT

This book is for those
who are seeking the most
effective means to
communicate on behalf of

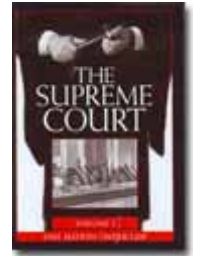
a government agency, a national association or nonprofit, or an elected official. This work is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics.

SUPREMA CORTE

The Supreme Court : One Nation Under law [videorecording]

New York, NY : Education
Broadcasting Corporation, 2007.

DVD 347.73 SUP Disc 1

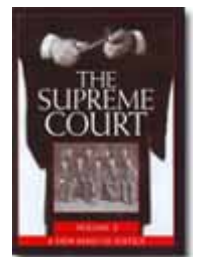


Examines the creation of the Court and follows it through the brink of the Civil War, paying particular attention to the fourth Chief Justice of the Supreme Court John Marshall, and to his successor, Roger Taney.

The Supreme Court : A New Kind of Justice [videorecording]

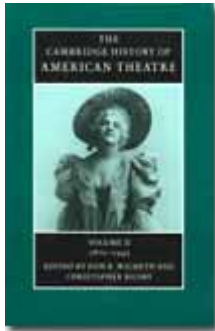
New York, NY : Education
Broadcasting Corporation, 2007.

DVD 347.73 SUP Disc 2



Explores the issues before the Court during the period after the Civil War through to the late 1930's. It was a time of unprecedented economic growth and the conflict between capital and labor was rife.

TEATRO



The Cambridge history of American theatre

Edited by Don B. Wilmeth, Christopher Bigsby.
New York, NY :
Cambridge University Press, 2006.

792.0973 CAM

Presents the history of American theatre in all its dimensions, from theatre building to playwriting, directors, performers, and designers. This history recognizes changing styles of presentation and performance and addresses the economic context that conditions the drama presented.



Chicanas/Latinas in American theatre : a history of performance

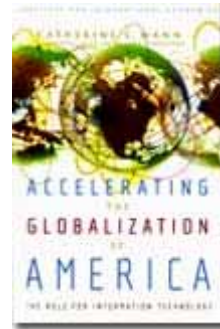
Elizabeth C. Ramírez
Bloomington, IN :
Indiana University Press, 2000.

792.082 RAM

Shows how Latina/Latino theatre has evolved from its pre-Columbian, Spanish, and Mexican origins to its current prominence within American theatre. The role of Chicanas/Latinas during the period of political turmoil surrounding the Mexican Revolution helps us understand that their presence has left its mark on the evolution of the American stage as they now take their place in world culture and performative history.

TECNOLOGIAS DE LA INFORMACION

Accelerating the globalization of America : the role for information technology



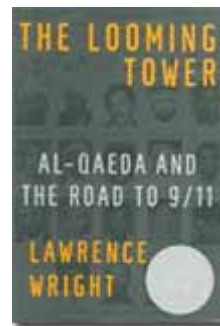
Catherine L. Mann, with Jacob Funk Kirkegaard
Washington, DC :
Institute For International Economics, 2006.

303.48 MAN

Mann traces the globalization of the Information Technology industry, its diffusion into the US economy, and the implications of more extensive technology-enabled globalization of products and services.

TERRORISMO

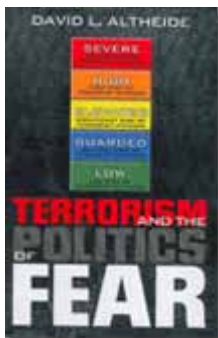
The looming tower : Al-Qaeda and the road to 9/11



Lawrence Wright
New York, NY : Knopf, 2006.

973.931 WRI

Sweeping narrative history of the events leading to 9/11, based on five years of research and hundreds of interviews conducted by the author in Egypt, Saudi Arabia, Pakistan, Afghanistan, Sudan, England, France, Germany, Spain, and the United States. This book broadens and deepens our knowledge of these signal events by taking us behind the scenes.



Terrorism and the politics of fear

David L. Altheide
Lanham, MD : AltaMira Press, 2006.

302.23 ALT

This book is a response to the political use of 'fear symbols' that has reached unmatched levels in the twenty-first century. The author explores the military-media complex and continues his study of the social construction of 'fear' and its use to steer public and foreign policy.

URBANISMO



Return to the center : culture, public space, and city building in a global era

Text and photographs by Lawrence A. Herzog
Austin, TX : University of Texas Press, 2006.

711.409 HER

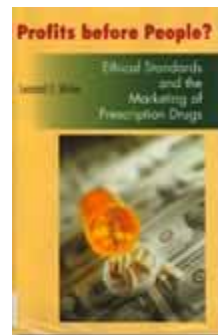
Explores Spanish, Mexican, and Mexican-American border cities to learn what these urban areas can teach us about effectively using central public spaces to foster civic interaction, neighborhood identity and a sense of place and belonging. The book offers original and incisive discussions that challenge current urban thinking about politics and public space, globalization, and the future of privatized communities, from gated suburbs to cyberspace.

VALORES SOCIALES

Profits before people? : ethical standards and the marketing of prescription drugs

Leonard J. Weber
Bloomington, IN : Indiana University Press, 2006.

174.9615 WEB



Includes information on advertising, conflicts of interest, cost of pharmaceuticals, direct to consumer advertising, advertising to patients, Pfizer, pricing of pharmaceuticals, profit motive, samples of pharmaceuticals, etc.